**Shella Valensia Sitanaya**

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I am a detail-oriented Business Information Systems student with strong skills in Python, SQL, and Excel, while actively developing my skills in Power BI for dashboards and business reporting. Through projects and competitions, I have gained experience in predictive analytics, logistics optimization, and statistical analysis. With both technical expertise and organizational leadership experience, I am eager to contribute to data-driven decision-making at Samator Group while continuously expanding my expertise in analytics and business intelligence.

**EDUCATION**



**Business Information System Student - (Petra Christian University)** (2023) - (Now)

* Current GPA: 3,94/4.00
* Relevant coursework: Business Intelligence, Design Analysis of Information Systems, Artificial Intelligence & Machine Learning, Business Process Analysis, Multi Criteria Decision Making, Statistics.

**High School Diploma – (High School 1 Ambon)** (2020) – (2023)

* Majoring in Natural Sciences.

**PROJECTS**



**Predictive Maintenance for Paving Machines - FACT Program -** [Access repository here](https://github.com/shellasitanaya/fact2025.git) (Jan, 2025)

***Tech stack: Pandas, Matplotlib, NumPy, Streamlit, Seaborn***

* Achieved **3rd place** in Freshmore Asian Cross-Curricular Trip Hackathon
* Built a machine learning model to forecast paving machine failures, reducing potential downtime
* Designed an interactive Streamlit dashboard for real-time monitoring and decision-making

**Genetic Algorithms for Logistics Optimization -** [Access details here](https://drive.google.com/drive/folders/148g_4uqx1T4cUbm-4DJDjMBveRfKzDj_?usp=drive_link) (April, 2025)

***Tech stack: Python, Matplotlib***

* Developed a logistics optimization system using Genetic Algorithms to solve Vehicle Routing Problems (VRP) and reduce operational costs
* Improved route efficiency and profit maximization by implementing key GA components (chromosome design, tournament selection, crossover, mutation)

**Car Price Prediction Model -** [Access notebook here](https://colab.research.google.com/drive/1aODDmaQUj64v1DQsHqnY95bCiEfd3dXW) (Jan, 2025)

***Tech stack: Python, Scikit-learn, Pandas, XGBoost, Matplotlib***

* Built a ML process for car price prediction, including data preparation, feature engineering, and model training
* Optimized model performance with K-Fold Cross-Validation, where XGBoost achieved the lowest MAE

**Statistical Analysis Project: Obesity Risk Factors -** [Access notebook here](https://colab.research.google.com/drive/1tZ40GxpD8guf6JLGPzrjtYlnJUvKikKE?usp=sharing) (June, 2024)

***Tech stack: Python, Pandas, NumPy, Matplotlib, Seaborn, SciPy***

* Executed EDA on obesity dataset, generating visualizations (histograms, heatmaps) to identify key patterns.
* Applied statistical hypothesis testing (ANOVA, Chi-Square) to validate significant risk factors (family history, diet, physical activity).

**Smart CV Analyzer & Optimizer -** [Access details here](https://drive.google.com/drive/folders/1oIuW_Lj9OvRpoqlSdWQ27_SBoM2CP_lI?usp=drive_link) (Ongoing, Sept 2025)

***Tech stack: React, Flask, OCR, NLP***

* Developing an AI-powered recruitment platform to streamline CV screening, candidate ranking, and centralized dashboards
* Implementing a job-seeker module that provides keyword scoring and real-time recommendations to optimize CVs for ATS selection.

**COMMITTEE EXPERIENCES**



**Head of Life Enrichment 13 2024 -** [Access social media here](https://www.instagram.com/lifeenrichment2024?igsh=dnVmZ2JiYnAzdWZu)(August, 2024) – (November, 2024)

***Soft Skills: Leadership, Public Speaking, Strategic Planning, Team Management***

* Led a team of 70+ members to organize a university-wide event attended by 1,200+ freshmen
* Designed the event’s core concept on self-worth and personal growth, integrating activities, discussions, and performances
* Oversaw the full event cycle from strategic planning to execution

**Vice Coordinator of Event Division, Welcome Grateful Generation 2025** (January, 2025) – (July, 2025)

***Soft Skills: Leadership, Communication, Adaptability, Supervision, Event Planning***

* Supervised 20+ members in delivering the annual orientation program for 1,000+ new students
* Coordinated across 8 divisions to ensure clear communication and smooth event execution
* [Access social media here](https://www.instagram.com/wgg.pcu/)

**Member of IT Division, Battle of Minds 2023** (May, 2023) - (June, 2023)

***Tech Stack: HTML, CSS, JavaScript, Bootstrap***

* Battle of Minds (BOM) is a logic and mathematics competition for high school students, aiming to challenge and enhance their analytical thinking skills
* Developed registration forms and competition phase tracking section to manage participant progress throughout the event

**Member of IT Division, TKMDII 2025** (May, 2025) - (August, 2025)

***Tech Stack: HTML, CSS, Laravel***

* Built the official landing page, providing a clean and user-friendly hub for event information
* [Access website here](https://tkmdii.petra.ac.id/)

**ORGANIZATIONAL EXPERIENCES**



**Vice Head of HIMAINFRA 2025/2026** (August, 2025) - (Now)

* Directed two divisions (Creative & Branding, Information Systems), leading 37 members serving 600+ Informatics students
* Ensured strategic alignment and cross-divisional collaboration to achieve organizational goals

**Information System Division Member, BEM 2024/2025** (August, 2024) - (July, 2025)

* Led the development of the BEM Petra Store, the official e-commerce platform used by 4,000+ students and 20+ campus events. [Access website here](https://bem.petra.ac.id/bps2425/)
* Built an admin website for internship schedule management, streamlining administrative workflows
* Developed an API-driven system to automate monthly event updates on the main website. [Access website here](https://bem.petra.ac.id/24_25/events)

**Information Technology Division Member, PERS MAHASISWA 2023/2024** (August, 2023) - (July, 2024)

* Designed and developed a centralized portal for media coverage requests, improving organizational workflow
* Implemented the front-end for Web Photostory Vol. 10, a digital multimedia storytelling platform
* Provided community support through the official LINE account, ensuring timely responses to inquiries

**VOLUNTEERING EXPERIENCES**



**Tutor, Bojapro Coding School** (Dec, 2024) – (March, 2025)

***Soft Skills: Adaptability, Creative Lesson Planning, Patience, Empathy***

* Taught fundamental coding (Scratch, Python) and computational logic to students aged 5-17
* Designed and delivered interactive, creative lesson plans that increased student engagement and problem-solving abilities

**HONORS & AWARDS**



**Jatim Datathon Finalist (Top 8 Team) -**  [Access detail here](https://drive.google.com/drive/folders/1sd0_L6bSBVx9n3J43bHvW2CZPHzMVdRp?usp=drive_link)(Sept, 2025)

* Analyzed critical issues in the current farmer insurance system (AUTP), such as unfair premiums and a significant drop in participation
* Developed a data-driven solution by creating a formula to calculate a risk score for each district based on historical data of floods, droughts, and pest attacks.

**SKILLS**



**Language:** Bahasa Indonesia (native), English (proficient)

**Technical Proficiencies:**

* Data & Analytics: Python (Pandas, NumPy, Scikit-learn), SQL, Excel, Power BI, Streamlit, Statistical Analysis (SciPy), Data Visualization, Predictive Modeling
* Web & Programming: Laravel, HTML, Java, JavaScript, Tailwind CSS, Git
* Design & Analysis: UI/UX Research, Systems Analysis, Business Process Modeling

**Interpersonal Skills:** Analytical Thinking, Communication, Leadership, Team Management